Three years ago, Theatre Horizon opened our new home in Norristown, creating a foundation for our award-winning art and impactful education programs. Now, building on that foundation, we must invest in the essential elements of our artistry so Theatre Horizon can sustain the excellent productions you have come to expect, and continue to use theater to educate the next generation of creative citizens. In order to fulfill this strategic vision, we are proud to announce a new fundraising campaign called HEART THE ART to help us meet three specific artistic goals:

1. Produce an imaginative and expertly performed MUSICAL in each of the next three seasons
2. Create our first-ever CHILDREN’S SHOW, an interactive experience for families premiering in 2017/18
3. Take care of our ARTISTS by increasing artists' salaries and benefits by 74% over the next three years

WHERE WE ARE:
THE STATE OF THE ART

For 10 years, through Theatre Horizon’s shows and highly impactful education programs, we have truly lived our mission of connecting audiences and students with excellent theater artists.

In addition to many critically-acclaimed plays, Theatre Horizon has produced nine musical theater productions over our 10-year history. We have nurtured a family of artists who expertly use song, dance, and design to communicate complex ideas, sway the heart and stir the soul. In this year’s 2015 Barrymore Awards for Excellence in Theater, Theatre Horizon received more nominations than any other theater in the Philadelphia region. Many of these nominations were for our musical production of Into the Woods, including Outstanding Overall Production of a Musical, Outstanding Direction of a Musical and Outstanding Ensemble in a Musical. At Theatre Horizon, we work tirelessly to master the craft of performing musicals.

Hand in hand with our productions, educating the next generation of artists and audiences is a heartfelt priority for us at Theatre Horizon. For the past decade, our teaching artists have taught theater in a way that helps children become creative, thoughtful citizens.
WHERE WE WANT TO GO:
COMMITMENT TO MUSICALS

After 10 years, we re-dedicate ourselves to the musical theater form—an artistic medium unlike any other, which combines the elements of song, dance, comedy, visual art, costume, construction, and orchestration to create engrossing, visceral, awe-inspiring theatrical moments.

Musicals cost twice what plays cost to produce, which may be why less than 10% of Philadelphia area theaters attempt them. But we believe the risk, which is great, is worth the reward, which is extraordinary. Therefore, Theatre Horizon is committed to putting aside the funds to ensure we can include a musical in every season for the next three years.

WHERE WE WANT TO GO:
INTERACTIVE CHILDREN’S SHOW IN 2017/18

We are proud to have educated thousands of children in our acting classes, and have dreamed for many years of presenting a play for children as part of our season.

That is why we are developing a show specifically for young audiences. Theatre Horizon co-founder and Resident Director Matthew Decker and local director Emmanuelle Delpech will create an original play called Hero School, where every child in the audience is invited to train to become a super hero! While the show will be performed by adults, it will also be highly interactive, with children simultaneously watching and participating in the play. Hero School will engage young minds in a story that is fun and educational, while also encouraging them to expand their sense of their own capabilities.

Theatre Horizon will spend the next three years developing the children’s show, to be presented in the 2017/18 season.

A Track Record of Excellence

“What Decker has created, with a bang-up cast of professional locally-based actors...is some stage magic through storytelling.” – NEWSWORKS, on Into the Woods

“Spelling Bee buzzes with delight” - The Philadelphia Inquirer

“Theatre Horizon [does] a fantastic job presenting this provocative and gut-wrenching production.” - Montgomery Media, on Spring Awakening

WHERE WE WANT TO GO: INVESTING IN ARTISTS

Along with our colleagues, we at Theatre Horizon have worked hard to develop a deep bench of gifted and highly-trained theater performers in Philadelphia. We must pay our actors a living wage so that they can dedicate their voices, bodies and imaginations to performing high-energy productions without working a second or third job.

In addition to increasing actors’ salaries, we will also increase salaries for the many other gifted artists who bring our shows to life: directors, choreographers, musicians, designers, and support crew. Furthermore, we will immediately begin paying healthcare costs for all members of the Actors’ Equity union.

Over the next three years, Theatre Horizon will increase our artists’ salaries and benefits by 74%.

THE CAMPAIGN: 
HEART THE ART

We will invest in the essential elements of our art in three ways:

1. Produce an imaginative and expertly performed MUSICAL in each of the next three seasons
2. Create our first-ever CHILDREN’S SHOW, an interactive experience for families premiering in 2017/18
3. Take care of our ARTISTS by increasing artists’ salaries and benefits by 74% over the next three years

To fund this work, we must raise $300,000 over the next 3 years, in addition to our Annual Fund.

Thanks to several principal donors who have already pledged their support, we are proud to announce that as of October 15, 2015 Theatre Horizon has raised 48% of the campaign goal.

Heart the Art Gift Chart

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How Campaign Funds Will Be Spent

- Producing 3 Musicals Over 3 Years: $160,000
- Producing a Show for Young Audiences in FY18: $75,000
- Increases in Artist Salaries and Benefits: $65,000

We invite you to make your Campaign pledge today! Please visit www.TheatreHorizon.org/Support/HeartTheArt or call 610.283.2230 x 705 for more information or to make your gift. Thank you!
A LOOK AT THE FUTURE

By 2018, Theatre Horizon will be recognized as Montgomery County’s premier professional theatre, delivering theatrical and educational experiences that demonstrate our unwavering commitment to artistic excellence. Chief among those will be imaginative musical theatre productions held every year, as well as a brand new interactive children’s show. Recognizing that our artists are highly skilled workers who dedicate their bodies, voices, and spirits to make fantastic theater, we will fully compensate and support their labor. With the support of highly engaged donors and a devoted Board of Directors, we will serve a diverse audience and student base, reward and nurture the talents of our region’s best artists and continue producing excellent musicals while also developing an interactive show for children.
A NOTE FROM THE ARTISTIC DIRECTOR

October, 2015

Last February, a week before we opened Into the Woods, I visited rehearsal. The room buzzed like a hive. Everyone was rehearsing everything at the same time. Actors and designers were practicing dance steps, musical phrases, costume changes, hundreds of lighting cues, and tricky dialogue simultaneously. In the center of it all, our fearless Resident Director, Matt Decker, was conducting the chaos with a magician's touch. I was observing a process that is the result of 10 years of Theatre Horizon’s artistic team learning how to tease out the intimate, essential soul of a musical work and deliver it up to the audience deliciously.

Standing in the rehearsal room amidst the swirling chaos, I thought to myself: what we have here is worth preserving, sustaining, and advancing. No matter what else we do, we must keep doing musical theatre: a difficult and delicate theatrical form where the risks are great but the rewards are magical.

The next thought I had was: We gotta pay these people more! When everyone is doing double-duty, with actors playing instruments and musicians speaking lines, (and a cow also playing an accordion), the effect is hilarious and magical, and the artists are exhausted and need more support.

I’m proud to say that our staff recently created an exciting three-year Strategic Plan to do just that, and our Board of Directors has announced a new three-year fundraising campaign to support that plan. The Board and I are are committed to raising the funds that will allow us to invest in the essential elements of our art, and ensure that we can continue to produce musicals of Into the Woods calibre.

The Board, the staff, and the artists cannot do it alone. It will take investments from our full family of supporters to achieve our ambitious three-year plans.

I invite you to make a pledge to the Heart the Art Campaign today!

With sincere thanks for making the art possible,

Erin Reilly